

## ORDER



**Orders**  
**Order / Rev:** 184182  
**Alt Order #:**  
**Product Desc:** Priorities USA Action  
**Estimate:** 1560  
**Flight Dates:** 09/11/12 - 09/17/12  
**Original Date / Rev:** 08/08/12 / 08/08/12  
**Order Type:** GENERAL

KMGH

**Primary AE:** David Lombardo  
**Sales Office:** EWSDC  
**Sales Region:** NAT

**Agency**  
**Name:** Mundy Katowitz Media  
**Buying Contact:**  
**Billing Contact:**  
 1322 G. Street SE  
 Washington, DC 20003

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Issue/Priorities USA Action  
**Demographic:** A25-54  
**Product Codes:** PL23-Issue/Prop  
**Priority:** P2  
**Revenue Codes:** POL, POL, ISS

**New Business Thru:**  
**Order Separation:** 00:05:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/17/12	36	\$34,550.00	\$29,367.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	36	\$34,550.00	\$29,367.50	0.00
<b>Totals</b>	<b>36</b>	<b>\$34,550.00</b>	<b>\$29,367.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
David Lombardo			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KMGH	09/11/12	09/17/12	6-7A News M-F/KMGH	CA	6A-7A	1-111--	:30	4	\$750.00	P2	0.00	NM	4	\$3,000.00
				6-7A News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/11/12	09/17/12	1-111--		4				\$750.00		0.00			
E 2	KMGH	09/12/12	09/14/12	GMA M-F 7-9A / KMGH	CA	7A-9A	--111--	:30	3	\$850.00	P2	0.00	NM	3	\$2,550.00
				GMA M-F 7-9A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/11/12	09/17/12	--111--		3				\$850.00		0.00			
E 3	KMGH	09/12/12	09/17/12	Inside Edition 9A	CA	9A-930A	1-11---	:30	3	\$500.00	P1	0.00	NM	3	\$1,500.00
				Inside Edition 9A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/11/12	09/17/12	1-11---		3				\$500.00		0.00			
E 4	KMGH	09/12/12	09/17/12	Millionaire 930A	CA	930A-10A	1-111--	:30	4	\$500.00	P2	0.00	NM	4	\$2,000.00
				Millionaire											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/11/12	09/17/12	1-111--		4				\$500.00		0.00			
E 5	KMGH	09/12/12	09/14/12	11A-12P News/KMGH	CA	11A-12P	--1-1--	:30	2	\$800.00	P1	0.00	NM	2	\$1,600.00
				11A-12P News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/11/12	09/17/12	--1-1--		2				\$800.00		0.00			
E 6	KMGH	09/13/12	09/17/12	3P-4P M-F Rotator/KMGH	CA	3P-4P	1--1---	:30	2	\$700.00	P2	0.00	NM	2	\$1,400.00
				3PM News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/11/12	09/17/12	1--1---		2				\$700.00		0.00			

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 Flight Dates: 09/11/12 - 09/17/12

Advertiser: Issue/Priorities USA Action  
 Product Desc: Priorities USA Action  
 Estimate: 1560

KMGH

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 7	KMGH	09/12/12	09/14/12	DR. OZ - 4PM Dr. Oz	CA	4P-5P -- 1- 1--	:30	2	\$800.00	P1	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/11/12	09/17/12	-- 1- 1--		2		\$800.00		0.00				
E 8	KMGH	09/13/12	09/17/12	5-530P News M-F/KMGH 5-530P News	CA	5P-530P 1-- 1---	:30	2	\$1,000.00	P2	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/11/12	09/17/12	1-- 1---		2		\$1,000.00		0.00				
E 9	KMGH	09/14/12	09/14/12	6p-630p JEOPARDY (M-F) 6P-630P JEOPARDY (M-F)	CA	6P-630P ---- 1--	:30	1	\$3,400.00	P1	0.00	NM	1	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/11/12	09/17/12	---- 1--		1		\$3,400.00		0.00				
E 10	KMGH	09/12/12	09/12/12	630-7P WHEEL (M-F) 630-7p WHEEL (M-F)	CA	630-7P -- 1----	:30	1	\$3,400.00	P1	0.00	NM	1	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/11/12	09/17/12	-- 1----		1		\$3,400.00		0.00				
E 11	KMGH	09/12/12	09/14/12	10P NEWS - M-F/SU 10P NEWS (M-F/SU)	CA	10P-1037P -- 1- 1--	:30	2	\$2,600.00	P1	0.00	NM	2	\$5,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/11/12	09/17/12	-- 1- 1--		2		\$2,600.00		0.00				
E 12	KMGH	09/13/12	09/17/12	Nightline Nightline	CA	1037P-1103P 1-- 1---	:30	2	\$1,400.00	P1	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/11/12	09/17/12	1-- 1---		2		\$1,400.00		0.00				
E 13	KMGH	09/12/12	09/14/12	Jimmy Kimmel Jimmy Kimmel	CA	11:03P-12:07A -- 1- 1--	:30	2	\$400.00	P2	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/11/12	09/17/12	-- 1- 1--		2		\$400.00		0.00				
E 14	KMGH	09/14/12	09/14/12	M-F 12:07A (M-F) M-F 1207AM (M-F)	CA	12:07A-12:37A ---- 1--	:30	1	\$150.00	P2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/11/12	09/17/12	---- 1--		1		\$150.00		0.00				
E 15	KMGH	09/15/12	09/15/12	7-9a Sat Morning News 7-9a Sat Morning News	CA	7A-9A -----S-	:30	1	\$650.00	P1	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/11/12	09/17/12	-----S-		1		\$650.00		0.00				
E 16	KMGH	09/15/12	09/15/12	10P NEWS - SAT 10P NEWS (SAT)	CA	10P-1037P -----S-	:30	1	\$1,000.00	P2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/11/12	09/17/12	-----S-		1		\$1,000.00		0.00				
E 17	KMGH	09/16/12	09/16/12	ABC GMA SUN GMA SUN	CA	Sun GMA 6A-7A -----S	:30	1	\$300.00	P1	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/11/12	09/17/12	-----S		1		\$300.00		0.00				
E 18	KMGH	09/16/12	09/16/12	7A-8A SUN MORN NEWS 7A-8A SUN MORN NEWS	CA	7A-8A -----S	:30	1	\$350.00	P2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/11/12	09/17/12	-----S		1		\$350.00		0.00				
E 19	KMGH	09/16/12	09/16/12	5pm News Sunday 5pm News Sun Local News	CA	5P-6P -----S	:30	1	\$850.00	P1	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/11/12	09/17/12	-----S		1		\$850.00		0.00				
												Totals	36	\$34,550.00